



Community Grants **Associates**

Community Grants Associates



A Guide to Logic Models

In Grant Writing



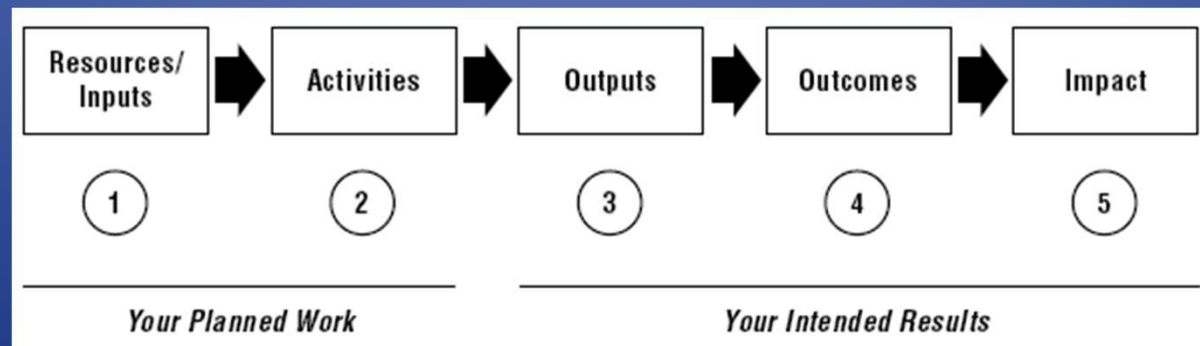
Topics

- What is a Logic Model?
- How to read a logic Model
- Why Logic Models are important?
- Meaningful participation of key stakeholders
- Logic Model's Core Components
- What does a logic model look like?
- Using the logic model to plan for evaluation.
- Benefits of developing logic models
- What are funders looking for in a logic model?



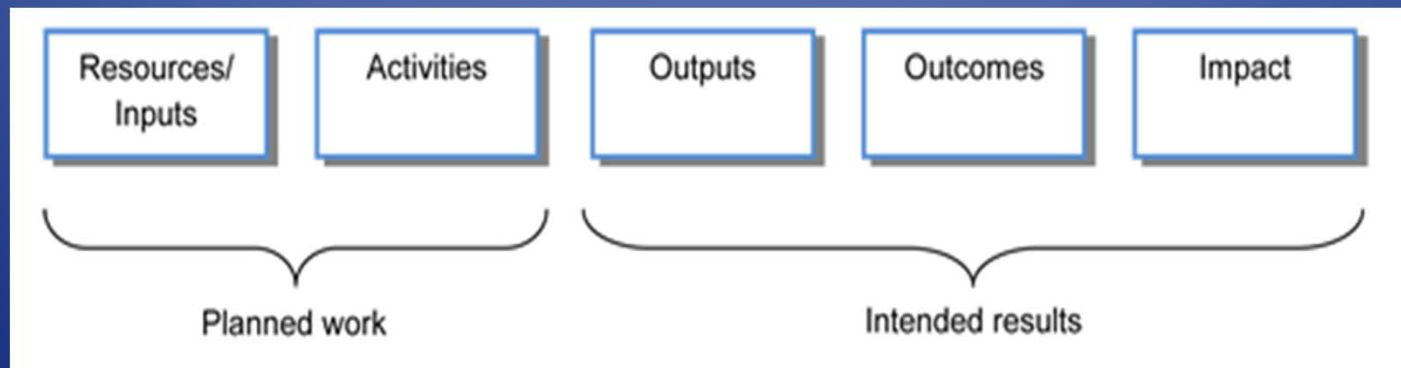
What is a Logic Model?

A logic model is a systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan, and the changes or results you hope to achieve.



What is a Logic Model?

- A series of “if-then” relationships that, if implemented as intended, lead to the desired outcomes.
- The core of program planning and evaluation.



How to read a logic model

- When “read” from left to right, logic models describe programs basics over time from planning through to results.



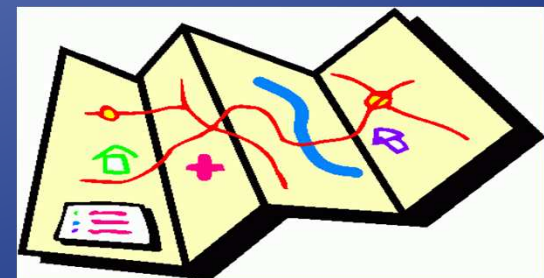
Why Logic Models are Important

- Provides organization and project staff a “big picture” view of the project’s scope of work.
- Cataloguing of the resources and actions needed to reach intended results.
- Documenting connections among available resources, planned activities and expected results.



Why Logic Models are Important

- Describing the results aimed for in terms of specific, measurable, action-oriented, realistic and timed outcomes.
- Mapping an agency's impact helps one to visualize and understand how human and financial investments can contribute to achieving intended goals and can lead to programmatic improvements.
- Provides stakeholders with a road map describing the sequence of related events.



Meaningful Participation of Key Stakeholders

From the outset, the logic model developer must

- Identify key stakeholders (e.g. the project team, funders, community partners, etc.)
- Consider roles (who will be informed, make decisions, provide information, or provide hands-on support).
- Comprehensive, well-developed models are a product of “collective brainstorming” by key program stakeholders.



Meaningful Participation of Key Stakeholders

- Early in the process, be sure to answer the following questions related to stakeholders involvement
 - ✓ What stakeholders (participants, staff, funders) are connected to your program?
 - ✓ Who should work with you to develop the logic model?
 - ✓ Who needs to review and comment on the model after it is developed?



Core Components

<http://www.researchutilization.org/logicmodel/learn.html>

Purpose or Situation: What is the goal of the scope of work of your project and which target group will it benefit? Identify the problem or priority the project is responding to and the expected benefit to specific audiences.



Example Project: Problem – Juvenile delinquency and gang activity in X City or community.

Program: Mentoring Youth Program

Goal: To provide alternatives to gang violence.

Objective: Prevent or reduce delinquency and gang activity among 70% of participants

Core Components

Resources or Inputs: What is available to make your project's scope of work operational? Resources could include the human, financial, host organization, or community resources and support a project has available to apply to its work.

Example: Youth Mentoring Program

- Staff – to train mentors, recruit, outreach
- Volunteer Mentors
- Training provided
- Building/Space for the Mentors and Mentees to meet.



Core Components

Activities: With your project resources, what project activities do you plan to implement? Project activities include the research, development, training, technical assistance, dissemination, and other activities specified in your grant proposal

Example: Youth Mentoring Program

- Outreach and referral services
- Recruit X youth to the program
- Recruit additional Mentor Volunteers
- Provide Training to Mentor Volunteers



Core Components

- **Result or Outputs:** What products, services, or events do you anticipate delivering through accomplishment of your planned activities?

Example: Youth Mentoring Program

- # of program participants recruited
- # of program participants served
- % decrease in gang-related incident arrests

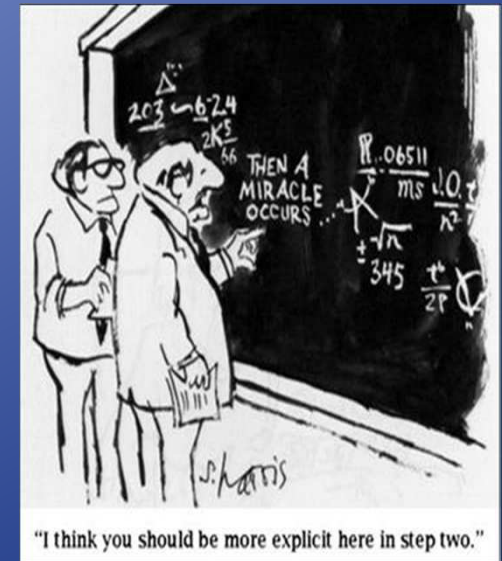


Core Components

- **Participant Outcomes:** What benefits, changes, or results do you anticipate would derive from your activities and outputs?

Example: Youth Mentoring Program

- Reduce delinquency by X%
- Reduce dropout rate by X%



What does a logic model look like?

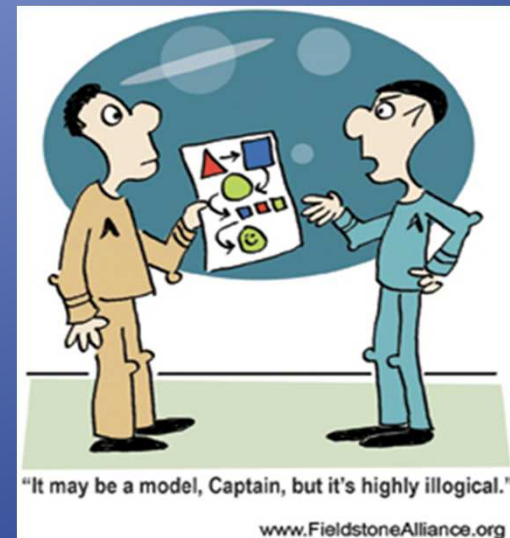
Graphic display of boxes and arrows; vertical or horizontal

-Relationships, linkages

- Multiple models
 - Multi-level programs
 - Multi-component programs

Level of details

- Simple
- Complex



What does a logic model look like?

Youth Mentoring Program

Problem: Juvenile delinquency and gang activity in X City or community

Goal: To provide alternative to gang violence

Objective	Inputs	Activities	Outputs	Outcomes
1. Prevent or reduce delinquency and gang activity among 70% of participants.	Staff – to train mentors, recruit, outreach	Outreach and referral services	# of program participants recruited	Reduce delinquency
	Volunteer Mentors	Recruit X youth to the program	# of program participants served.	Improve pro-social behavior
	Training	Recruit additional mentor volunteers	% decrease in gang-related incident arrests	
	Building/Space	Provide Training to Mentor Volunteers		

METHADONE MAINTENANCE TREATMENT PROGRAM LOGIC MODEL

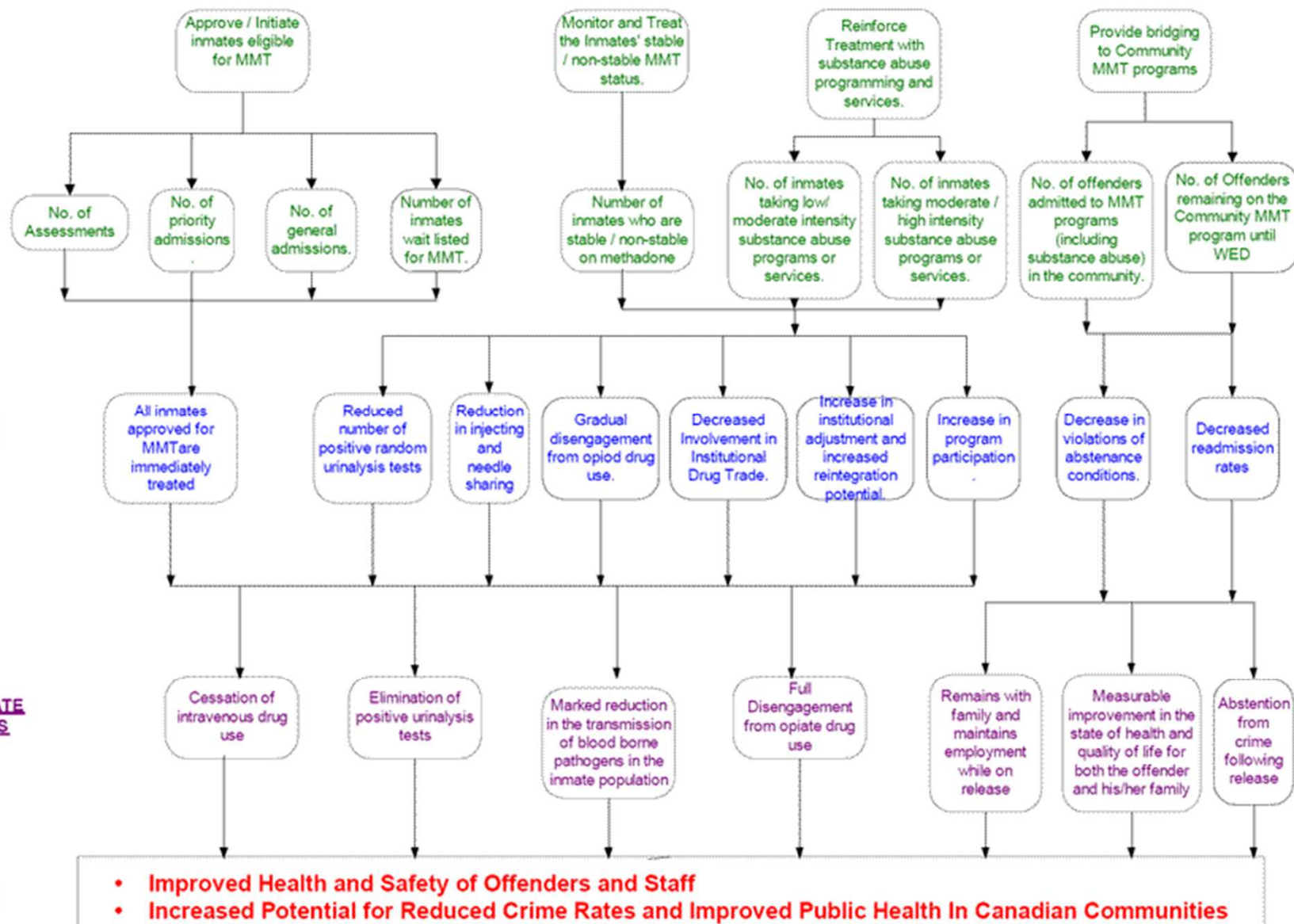
ACTIVITIES

OUTPUTS

IMMEDIATE OUTCOMES

INTERMEDIATE OUTCOMES

GOALS



Using the logic model to plan for evaluation

By describing outcomes particularly at short and mid-term intervals, the logic model provides an excellent method of identifying the key elements of project evaluation design.

Example: Youth Mentoring Program

- # of program participants recruited
- # of program participants served
- % decrease in gang-related incident arrests



Using the logic model to plan for evaluation

All logic model outcome statements should be coupled with descriptions of data and data sources that will be used to suggest progress toward outcome goals.

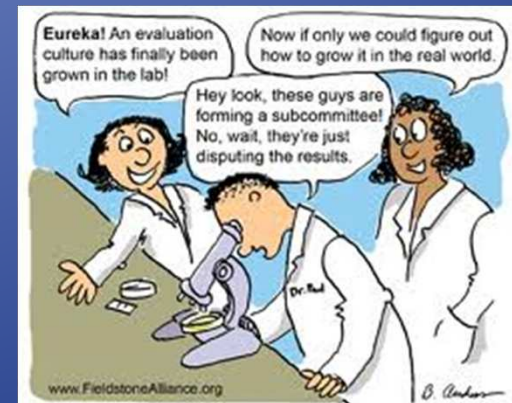


Example: Youth Mentoring Program

- Reduce delinquency by X%**
- Reduce dropout rate by X%**

Using the logic model to plan for evaluation

- Determine tracking tools for use in measuring the results of services offered.
- The measures should be in quantifiable terms and clearly defined.



Using the logic model to plan for evaluation

A good guide for determining performance measures is the acronym **SMART**. They should be:

- **Specific**
- **Measurable**
- **Attainable**
- **Realistic**
- **Timely**



Benefits of developing logic models

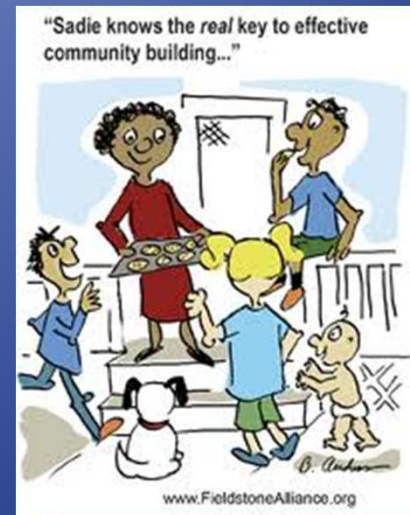
- Build consensus and clarity among your staff and other stakeholders about your essential program activities and expected outcomes.



- Identify opportunities for program improvements.
- Promote evidence-based thinking in program management and evaluation.

Benefits of developing logic models

- Increase your understanding of program performance by clarifying the sequence of events from inputs through outputs through outcomes.
- Educate funders regarding realistic expectations.



What are funders looking for in a Logic Model

- Does the logic model include all of the program's most important activities or services?

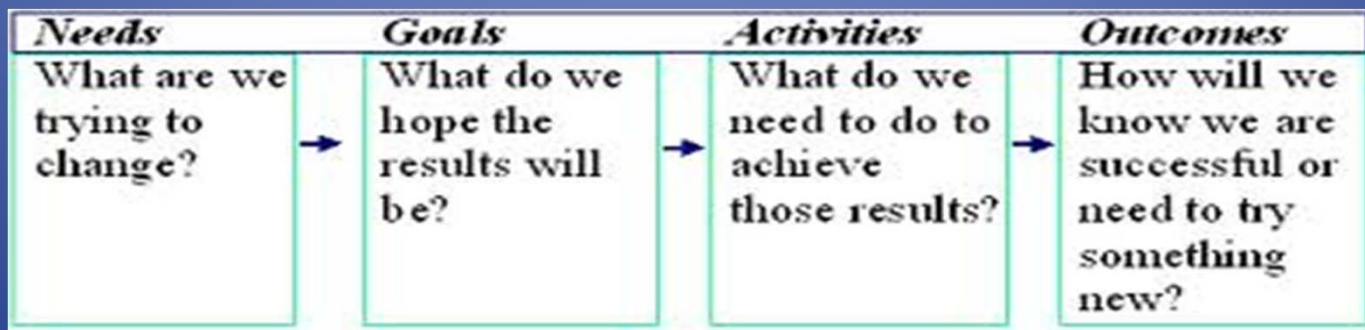
What are funders looking for in a Logic Model

- Are the outcomes goals plan enough to be understood by any individual who might review your logic model? Are the goals realistic?



What are funders looking for in a Logic Model

- Are the connections between your inputs, activities, outputs, and outcomes realistic?



What are funders looking for in a Logic Model

➤ Are the connections between your inputs, activities, outputs, and outcomes realistic?



➤ Logic models that are rushed often end up displaying faulty logic, insufficient evidence, or models copied from other programs that don't quite fit yours.

Thank You !

Community Grants Associates, Inc.

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